

Sample Telephone Survey

(for targeted schools without the School Breakfast Program)

1. Personal Introduction by staff member

Did you receive our introductory letter dated _____ or mailed last week?
May we take a few minutes of your time now for a survey about school breakfast?

2. Introductory comments about school breakfast

We would like to increase access to the School Breakfast Program by increasing the number of participating schools and students

3. Currently, we see that your school does not participate in the School Breakfast Program.

Have you ever thought about implementing the program (Y, N)

Yes - what influenced your decision not to implement breakfast?

No – what is the primary reason that you do not offer breakfast?

4. School Environment

What hours is school in session? _____ to _____

Do students participate in any before-school activities? _____

What percent of your students are bussed? _____

What is the longest distance that a student is bussed? _____

How long are students allowed into the school building before school starts?
_____ minutes

5. Do you have experience with school breakfast in another school that you have worked in?

Yes (share experience)

No

6. What concerns do you have about having a breakfast program at school.

Rank. 1-5, (5 being the highest level of concern). Write any related comments the interviewee may have in each area.

- _____ Community Support (for example, it is the parents' responsibility)
- _____ Parent Support
- _____ Participation factors (for example, not enough participation to justify having the program)
- _____ Support from Principal/s
- _____ Support from Teachers
- _____ Support from the Food Service personnel
- _____ Food Service time and energy
- _____ Space and facilities
- _____ School schedule
- _____ Bus schedule
- _____ Supervision issues
- _____ We participated before, but dropped the program because:

- _____ Other _____

7. What do you personally see as benefits of having a School Breakfast Program?
(open-ended)

8. Has someone in the community asked about implementing the School Breakfast Program? YES/NO

If yes, who? _____

9. Do you feel that you have enough information about: (Yes, No, Maybe/Uncertain)

Yes	No	Maybe/ Uncertain	
			The basic food service requirements (meal patterns, etc.)
			The basic administrative requirements (meal counting, claiming, etc.)
			What types of breakfast menus students like
			Reimbursement rates (Federal and/or State)
			How to incorporate breakfast into the food service operation
			Traditional Breakfast
			Breakfast in the Classroom
			Breakfast After 1st Period
			Grab 'n Go Breakfast
			Breakfast on the Bus
			How to survey parent/community interest in the program
			How to survey students about the program
			The financial implications of starting breakfast (break-even point, staffing, food production, etc.)

10. What type of assistance would you need as you consider school breakfast?

Information on:

- Meal pattern requirements
- Staffing
- Pricing
- Financial management
- Use of commodities
- What other schools are doing
- Marketing the program

11. Finally, how would you assess your readiness for starting a School Breakfast Program?

- We're ready to start now
- We're nearly ready
- Uncertain
- Not really ready at this time
- Unlikely that we would be ready this school year